

Generating Ideas

Creative Ideas and Innovation are critical to all businesses to move forward and develop. But where do the ideas come from?

ChoicesUK is Last week I was invited to a networking breakfast with the ReferOn Reading group. When out meeting new local business people there is always the potential for inspiration and I often have good ideas when driving back to the office, rarely do good ideas come to me when I am at my desk trying to come up with something!

The speaker Russell Chalmers of The Holst Group discussed generation of ideas and presented techniques for effective brainstorming based on Edward de Bono's theories.

Have you ever considered the difference for two terms that are often interchangeable within organisations?

Creativity = generating new unexpected ideas

Innovation = choosing and implementing the best ideas

Giving these two critical activities a clear definition helps to improve the focus for brainstorming. A clear purpose is necessary for effective creative thinking. 90% of ideas fail because the goal was not set correctly, not because the logical steps to reach the goal were wrong.

To work out the correct outcome write out the end point in three different ways and decide which is the correct one to focus on.

Pattern breaking is critical to creative thinking. Much of our every day lives follow set patterns and routines that do not allow for creative thought. Creativity come from creativity so the more you practice the easier it will become. So never discourage any

ideas, however ridiculous they may be as the core concept might just be your next big idea.

One technique to aid pattern breaking is to use the random word method. For example:

Problem: How to make meetings more effective

Random word: Elephant

Elephants are large; would making the meetings larger make them more effective? Or would smaller groups be better?

Elephants are grey; are the meetings dull, are people de-motivated or motivated by the meetings?

This short seminar has really made me think and I hope this brief round up inspires some creative innovation in your business. If so let me know

e: hannah.lewis@businessinberkshire.co.uk

